

**The Red Panda**, or “firefox,” is often referred to as the “lesser panda” in deference to the better-known giant panda. Others prefer “first panda” – Western scientists described it 50 years earlier, and gave pandas their name. Few people outside its native habitat have even heard of the red panda, let alone seen one.

On the IUCN red list, threatened with extinction

Previously classified in the families *Procyonidae* (raccoons) and *Ursidae* (bears), now own family *Ailuridae*

Two sub-species, less than 10,000 survive in the wild:

***Ailurus fulgens fulgens***: Found in Nepal, northeastern India (West Bengal, Sikkim, Arunachal Pradesh), Bhutan, and part of China.

***Ailurus fulgens styani*** (also known as a. f. *refulgens*): Only found in China (in the Hengduan Mountains in Sichuan and the East Nujiang River of Yunnan Province) and northern Myanmar.

The head and body length averages 56 to 63 cm (22 to 25 in), and their tails about 37 to 47 cm (15 to 19 in).

Although descending from carnivores, red pandas eat mainly a few species of **bamboo**, occasionally some fruits, eggs, or insects. Predominantly found in altitudes between 1800 and 4000 meters above sea level, they only have one or two cubs on average. They live solitary and in addition to their natural predators are often victim to humans and dogs.

Deforestation cut half of the habitat in the past 50 years, resources which red pandas, many other animals and millions of people depend on for their livelihood in the mountains and further downstream.

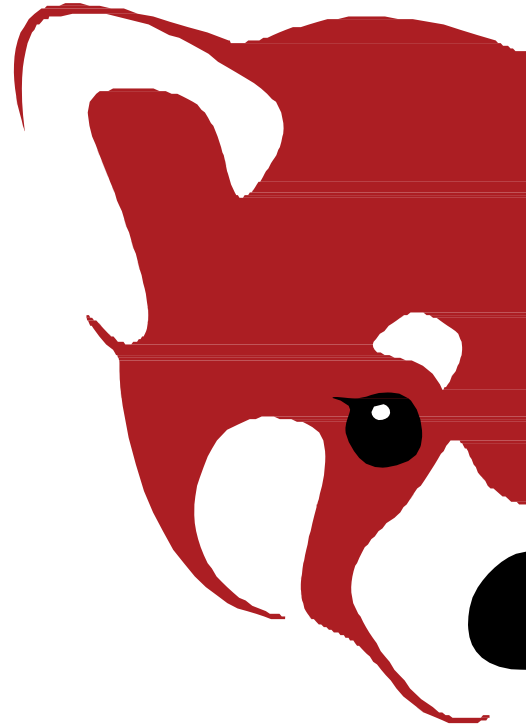
### Red Panda Network

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# Conservation in Action



### Imagine...

A place with thick forests filled with creatures of unparalleled diversity and beauty;

A place where luxuriant rhododendron stands bloom in pink, red, and white;

A place with some of the world’s most spectacular mountain vistas;

A place where 4 of the world’s 7 tallest mountains can be seen with a turn of your head;

A place where you can see endangered animals such as the elusive red panda roam free in their native habitat.

### This place does exist.

You can visit it today. It is at the eastern edge of Nepal. You can stand with Nepal at your back and India and mysterious Bhutan and Sikkim at your front.

This area has the densest population of red panda in Nepal, and is part of one of the world’s 25 “hotspots”. It hosts one of the most diverse plant and animal communities found on earth—and it is threatened by population growth and expanding development.

It is here that the Red Panda Network believes the world’s first protected area dedicated to red panda, P.I.T Red Panda Protected Forest, should be created. With your help we can make our dream a reality.



## Our Mission

The Red Panda Network educates and empowers local communities to serve as active partners in the conservation of wild red pandas and their habitat.

## Our Vision

To ensure the survival of the red panda and its habitat for future generations to study, experience, and enjoy.

## Our Guiding Values

- We believe that humans and the red panda can coexist successfully.
- We value the cultural, spiritual, and biological role of red panda and seek to involve local stewards and the global conservation community in a concerted effort to preserve this species.
- We are committed to meeting the needs of local stewards efficiently and with integrity.

## The Need

The red panda and its habitat are endangered due to conversion of forest to farms and pastures and by overgrazing. We create innovative alternatives that increase the probability of survival of red panda. We provide long-term results from the bottom up by hiring local workers and managers, and enabling local communities to create their own stream of funding from for-profit ventures. This approach fosters a sense of ownership in the organization, which is the key to its sustainability and success.

The Red Panda Network is an advocate for the creation of the **PIT Red Panda Protected Forest**, the world's first protected area dedicated to red panda in Panchthar, Ilam and Taplejung districts of Eastern Nepal.

In 2006 RPN created **Project Punde Kundo**, the world's first community-based monitoring program of a red panda population. In this program, we train and employ local stewards called *forest guardians* who monitor red panda habitat to understand the threats to red panda in their respective forests. The forest guardians then work with their local forest users to avert destruction of red panda habitat.



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## 2012 - 2015 projects

- 1 Creation of the PIT Red Panda Protected Forest** in Panchthar, Ilam and Taplejung districts of eastern Nepal. A model community conservation area for our Sacred Himalayan Landscape Project.



Lush red panda habitat in the mountains of Nepal

- 2 A REDD (Reduced Emissions from Deforestation and Degradation) carbon offset project**, providing over 30 years of sustainable funding for community development and forest conservation.



Community forest guardian group in the mountains of Nepal

- 3 Create the Red Panda Network Community Conservation Center**, a place at the intersection of 4 communities where villagers learn sustainable resource practices and can inform over 50,000 visitors heading to a mountain temple each year.



Observing a red panda in the mountains of Nepal

- 4 Conduct the first national red panda population survey in Nepal.** To really protect them, we need to know more about the actual distribution and population trends of our elusive furry friends.



Snow makes red pandas more visible, also for predators

## support a red panda

- Red Panda Forest Guardian (\$800):** Training, dispatch, and equipment of one red panda forest guardian for one year. They monitor the forest protection, help in population surveys, medicinal plant growing, and nature guide groups.
- Community Conservation (\$100):** Pays for creation, equipment, and community training in our conservation resource center.
- Adopt a Red Panda (\$50):** Support our outreach to communities to protect areas where red pandas raise their cubs close to villages.
- Other (amount: \$\_\_\_\_\_)**

**TOTAL: \$\_\_\_\_\_**

name \_\_\_\_\_

street address \_\_\_\_\_

city \_\_\_\_\_

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email address \_\_\_\_\_

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### Method of Payment

- Check  Bill Me
- Visa  American Express  Mastercard

credit card number \_\_\_\_\_

exp. date \_\_\_\_\_

signature \_\_\_\_\_

**Or simply online: [www.redpandanetwork.org/donate](http://www.redpandanetwork.org/donate)** to donate securely by paypal or by credit card.

**Please make checks payable to Red Panda Network and send to:**

1859 Powell St, Suite 100  
San Francisco, CA 94133  
USA

All donations of \$100 or more can receive a red panda t-shirt. If you like to have one, let us know which size (S, M, L, XL, XXL)

All gifts are greatly appreciated and are US tax deductible.  
**Tax ID: #26-1103671**